

Is there a formula to making content go viral?

 By [James Timpson](#)

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"It's gone viral" is a phrase that we tend to see constantly and in today's media-run world. While marketers are constantly trying to uncover the secret to success, the truth of the matter is, you can't manufacture authenticity.

If you've had a video, image or blog post that's gone viral in the past, and then tried to produce another piece that receives the same level of attention, no doubt you've been left pretty disappointed. Approaching the content building process this way simply won't work.

Fundamentally, there is no 'formula' for making content go viral. There are, however, ways to boost your chances. While these tips may help you, it's important that you realise your efforts won't always be rewarded in the way that you hope.



Stop following the latest trends

Viral content doesn't follow trends; it creates them. When a video, news article or image goes viral you can guarantee that hundreds in the same vein will follow. Take this approach and you'll have a lot more to compete with. You can, however, use popular culture and other viral content as a basis for your next publication. The key is to find missing links that are yet to be covered.

Stand up to scrutiny

In order to stand up to scrutiny your content must deliver. According to [Entrepreneur](#), publishing content that doesn't make the grade is the biggest mistake you can make. Although content is unlikely to go viral if it isn't good enough, if it did, imagine the harm all of that negative exposure would do to your business.

Don't be afraid of controversy

If you try to appeal to everybody you'll appeal to nobody. Don't be afraid to express your thoughts and opinions, even if they're controversial. Viral content always makes an impact; that's why it gets liked, shared and talked about. Take an honest, yet controversial stance and you will lose some of your audience; however, you'll probably gain more loyal followers.

Stop trying to market your brand

Think about the last piece of viral content you saw; it was a piece of art right? People don't go to the pub and talk about the latest billboard they saw, they talk about shows on television; sculptures that touched them; a catchy song they heard on the radio. Advertising can be art too.

Try to help your audience

Every business is in the publishing sector these days, so if you aren't offering something of worth, then you'll struggle to make an impact. Everyone loves free stuff, so if you can give your audience something related to your industry that your competitors aren't offering, then do it!

Remember you're a problem solver

Good business is about problem solving. Viral content will usually provide a solution to a common problem. When the Pink Group created the [Social Media Cheat Sheet](#), they realised that they were the only company to provide a system that seamlessly integrated images across multiple social media platforms. They used this stance to market their product; the result - thousands of Facebook and Twitter shares from other businesses who'd encountered the same problem.

Follow these tips and your chances of producing viral content might be marginally greater; but fundamentally, all you can do is keep trying. Learn through trial and error; build your audience; rinse and repeat your successes and you might, just might, achieve the results you desire.

ABOUT JAMES TIMPSON

James, a self-styled business fanatic with a passion for technology and writing. Having spent many years working in the city James has recently moved to a more rural area of the UK and now focuses his efforts on writing and expanding for portfolio.

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